

Innovative Advertising  
403 N Columbia Street  
Covington LA 70433

Jim Davis/ R/ NC State Senate  
Submission Number 401 Issue 1



**WSPA-TV**  
250 International Dr.  
Spartanburg SC 29303-6698  
(864) 576-7777 FAX (864) 587-4480

Original

<b>Client:</b> Jim Davis/ R/ NC State Senate	<b>Submission Cost:</b> 23070	<b>Campaign Ref:</b> E:063983540
<b>Buyer:</b> Senate	<b>Client/Product/Estimate:</b>	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/22/12 to 11/11/12	<b>Weeks:</b> 3	<b>Order Ref:</b> 06398354
<b>Est./PO Number:</b> 06398354	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Jim Davis Sd50	<b>Booking Group:</b> WSPA	<b>Key Market:</b> Greenville Spartanburg Asheville
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	11/05	Total	Cost
2	Sun 9a ET / 8a CT CBS Sunday Morning News .....S	04	275	30 Comme	Nbr of Spots	1		1	275
5	M-F 9a Dr Phil MTWTF..	05	150	30 Comme	Nbr of Spots	5		5	750
6	M-F 9a Dr Phil MT.....	05	150	30 Comme	Nbr of Spots		1	1	150
7	M-F 10a Your Carolina MTWTF..	05	75	30 Comme	Nbr of Spots	5		5	375
8	M-F 10a Your Carolina MT.....	05	75	30 Comme	Nbr of Spots		1	1	75
9	M-F 11a ET / 10a CT Price Is Right MTWTF..	04	225	30 Comme	Nbr of Spots	5		5	1125
10	M-F 11a ET / 10a CT Price Is Right MT.....	04	225	30 Comme	Nbr of Spots		1	1	225
11	Tue 8p ET / 7p CT NCIS	04	2500	30	Nbr of Spots	1		1	2500
<b>Weekly Totals: Total Spots(Ord Spots)</b>					1	35	6	42	

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12	Tue 10p ET / 9p CT Vegas T.....	05	1200	30 Comme		1		1	1200
13	Thu 10p ET / 9p CT Elementary ...T...	05	2000	30 Comme		1		1	2000
14	Fri 10p ET / 9p CT Blue Bloods ....F..	05	1200	30 Comme		1		1	1200
16	CBS NFL Today Sun .....S	06	225	30 Comme		1		1	225
18	Sun 1p ET / 12p CT NFL On CBS .....S	04	750	30 Comme		1		1	750
19	Sat SEC Football .....S	05	750	30 Comme		1		1	750
21	Sat CBS NCAA Football .....S	04	1000	30 Comme		1		1	1000
22	M-F 8a CBS This Morning MTWTF..	05	110	30 Comme		5		5	550
23	M-F 8a CBS This Morning MT.....	05	110	30 Comme			2	2	220
24	Sat 8a CBS This Morning .....S	04	150	30 Comme	1			1	150
29	Wed 8p ET / 7p CT Survivor	04	1650	30 Comme	1	35	6	42	1650
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Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	11/05	Total	Cost
31	Thu 9p ET / 8p CT Person Of Interest ...T...	06	1500	30 Comme		1		1	1500
32	Fri 8p ET / 7p CT Undercover Boss ...F..	05	800	30 Comme		1		1	800
35	Sun 730p ET / 630p CT 60 Minutes .....S	04	1500	30 Comme		1		1	1500
38	Sun 1030p ET / 930p CT Mentalist .....S	05	1000	30 Comme		1		1	1000
40	Sun 4p ET / 3p CT NFL On CBS .....S	04	1200	30 Comme		1		1	1200
41	Mon 9-10p ET / 8-9p CT Two And A Half Mikes Molly M.....	05	1900	30 Comme			1	1	1900
<b>Weekly Totals: Total Spots(Ord Spots)</b>					1	35	6	42	

Grand Totals				
		Month 10 Weeks: 4	Month 11 Weeks: 4	
		10/22	10/29	11/05
Spots	42	1	35	6
Cost	23070	150	20350	2570

Grand Totals: Spots: 42

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Gross Total:	23,070.00
Commission:	3,460.50
Net Total:	19,609.50